

# Main Street leaders discuss building blocks for tomorrow

Thirteenth annual conference emphasized strong foundations for successful downtown revitalization programs; exceptional individuals, businesses and organizations receive awards

Indiana Main Street’s 13<sup>th</sup> annual conference, “Downtown: Building Blocks for Tomorrow,” was held in Evansville on Sept. 29-30 and Oct. 1, 1999. The conference offered its more than 140 attendees a variety of presentations and roundtables led by national, state and local leaders in downtown revitalization. Discussions focused on establishing successful, sustainable foundations through the Main Street four-point approach of organization, design, promotion and economic restructuring.

The conference opened with a keynote address by Morton Marcus, director of the Indiana Business Research Center at Indiana University’s Kelley School of Business. In his address, Marcus challenged the audience to track, assess and document the financial impact of historic redevelopment in Indiana Main Street communities.

The conference continued with breakout sessions and presentations on historic preservation, state and local funding, staff and board management, and design and promotion tactics. Donovan Rypkema, principal of the Washington, D.C.-based Real Estate Services Group, spoke about the positive economic value of preservation efforts, including data specific to Indiana. Rypkema stressed the value of rehabilitation’s greater labor intensity as a way to create more jobs and generate greater household income than manufacturing. In addition, Rypkema stressed the importance of rehabilitation in heritage tourism, one of the fastest-growing segments of the visitor industry worldwide. He also noted that small and women-owned businesses, which are growing faster than the economy as a whole, often find historic buildings attractive, affordable locations.

### Recognitions for Leadership and Achievement

Ten Indiana Main Street communities and two Main Street professionals were recognized for their outstanding achievements and contributions to downtown revitalization at the Indiana Main Street Revitalization awards banquet. John Goss, director of tourism for the Indiana Department of Commerce, and Glenda Murray, Indiana Main Street council chair, presented the following awards:

#### Main Street Business of the Year Award

*Stratman’s Pharmacy and Garden Café* was recognized for meeting downtown customers’ need for a full-line pharmacy and general merchandise store by renovating an empty Osco building and opening an old-style cafeteria in June 1998.

#### Board Member of the Year Award

*Jackie James of Develop New Albany* was honored for her exceptional commitment to downtown revitalization over the past year. In 1998, James initiated and developed four grant proposals resulting in \$100,000 in funding and managed the first-ever “Pillar Awards” for contributions to economic redevelopment and historic preservation.

#### Staff Member of the Year Award

*Talisha Coppock, director of the Commission for Bloomington Downtown (CBD),* was named staff member of the year for her dedication and innovative approach to downtown revitalization. A committee of her peers chose Coppock as recipient of this award.

#### Innovation Award

*Rising Sun* received this award for its “Arts as Entertainment” project. The effort used a creative marketing effort and an aggressive relocation incentive package to successfully encourage the development of art and cultural outlets in the community while helping form a strong retail and entertainment base.

#### Public Private Partnership in Downtown Revitalization Award

*Terre Haute’s Department of Redevelopment* was honored for fostering exemplary cooperation between the private sector and municipal government. The department led the effort to involve citizens and civic, business and non-profit representatives in the city’s downtown revitalization efforts and the creation and adoption of “Vision for Downtown Terre Haute.”



Marianna Weinzapfel, Indiana Department of Commerce, leads a discussion on capturing tourist dollars.

#### Downtown Special Event Award

*New Albany* and *Richmond* received Downtown Special Event awards for their creative festival planning and production. New Albany held its inaugural DaVinci Downtown Festival in May 1999, bringing together numerous community entities through arts, cycling and commerce. Richmond’s Fifth Annual Jazz Festival had nearly 1,500 attendees who dined and enjoyed jazz on the rooftop of the Uptown Parking Garage. The Jazz Fest has been instrumental in encouraging community use of the downtown garage.

#### Historic Rehabilitation Award

*Elkhart* received the Historic Rehabilitation Award for its outstanding rehabilitation and renovation of the Cornerstone Hotel building. The historic character of the building, including a ninth-floor ballroom, was restored to provide affordable senior housing.

#### New Development Project Award

*Evansville* was recognized for the construction of a new nine-story National City Bank headquarters. The new building is connected by a walkway bridge to the bank’s original 1914 downtown headquarters and reflects its architectural style.

#### Adaptive Re-Use Project Award

*Bedford Revitalization Inc.* received this award for its creative financing, innovation and dedication in restoring the Moses Fell Building, now fully occupied with four residential apartments and a commercial tenant. The Commission for Bloomington Downtown (CBD) and the Monroe County Historical Society also received an award in this category for their successful efforts to make the Old Carnegie Library, currently home of the historical society’s museum, handicapped accessible and more efficient.

#### Business Climate Improvements for Downtown Award

*Indianapolis Downtown Inc. (IDI)* received this award for helping rejuvenate the business climate of downtown Indianapolis’ southeast quadrant. IDI’s Wholesale District Area Task Force assisted in a redevelopment strategy that resulted in more than \$685,000 in investments, creating increased building occupancy, 16 new businesses, 10 façade improvement grants and 17 new sidewalk cafés.

## NEWS BRIEFS

### Richmond’s Technology Initiative Program unveiled

On November 24, 1999, Main Street Richmond/Wayne County unveiled its Technology Initiative Program. This high-tech business development initiative will create a new technology zone to attract jobs in the high-paying fields of telecommunications and technology to the heart of Richmond.

This initiative calls for an infrastructure assessment and feasibility study, the implementation of a marketing plan to attract new companies, and a comprehensive training program for job creation and skilled-worker retention.

Richmond was awarded a \$153,000 grant from the Indiana Department of Commerce’s Strategic Development Fund (SDF) and leveraged more than \$180,000 from other sources. The SDF program fosters cooperation among Indiana businesses by emphasizing an industry-wide or sector-based approach to business assistance.

### Governor O’Bannon issues executive order

In March 1999, Governor O’Bannon signed an executive order requiring all state agencies with branch offices to relocate, whenever feasible, to vacant office spaces in downtown and historic districts. With limited exceptions, all state branch offices are required to move upon expiration of their lease. Governor O’Bannon signed the act with the goal of at least 66 percent of all state branch offices being located in downtown and historic areas by July 1, 2003.

For additional information concerning this executive order, contact Bea Tate, Department of Administration, at (317) 232-3279.

### Rising Sun and Winchester advance to associate level

The Historic Downtown Program of Rising Sun and the Winchester Main Street Program have successfully been promoted from affiliate to associate status within Indiana Main Street’s tier structure.

Both communities have effectively demonstrated strong commitment to implementing the four-point approach and have dedicated board members and strong community support. As associate communities, Rising Sun and Winchester now are required by Indiana Main Street to develop a detailed annual work plan and move toward hiring a program manager. They join 14 other Indiana communities that have achieved associate status. Lt. Governor Joe Kernan announced the transitions in September 1999.

### Indiana Main Street announces new staff

Indiana Main Street (IMS) is pleased to announce the promotion of Jayne Stites to director of Indiana Main Street. Jayne has been with IMS for three years and previously served as the program’s associate director. Prior to her tenure with IMS, Jayne worked in the Indiana Department of Commerce’s Office of Community Development.

In October, Michaela Kendall joined IMS as associate director. She comes to our program from the Indiana Department of Environmental Management, where she worked in the Office of Policy and Planning.

Myla Eldridge is the new Communications and Education Specialist. Myla manages the Main Street library, Web site and database and oversees all communication efforts and conference planning.

### Welcome aboard!

Indiana Main Street welcomes two new executive directors, Catherine Druzak with Bedford Revitalization Inc., and Judy Ostendorf with Aurora Main Street.

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Main Street director joins First Lady on mission to Russia

In November, Jayne Stites joined a delegation of Hoosiers led by First Lady Judy O’Bannon in a People-to-People Ambassador Program visit to Russia. The delegation met with local community leaders to share experiences and ideas about “communities building community.” Leslie Lenkowsky, professor of philanthropic studies at public policy at Indiana University-Purdue University Indianapolis, also served as a delegate. Below is an article he wrote for the Indianapolis Business Journal about the experience.

“A Garden Grows in Russia”

Led by Indiana’s First Lady, Judy O’Bannon, the group (which included this writer) was in Russia to look for efforts at “community building.” In a rundown section of Moscow called Sviblovo, we found them.

Inside an apartment in a block-long building that reeked of the smells of poor sanitation, the volunteers of the “Center for Family Support and Help” were busily engaged in promoting the kinds of neighborhood activities that would be instantly recognizable to every Hoosier. They were organizing choral societies, arranging visits to the elderly and sick, and sponsoring holiday festivals. And guided by a local professor, who knew something about agriculture, they had set up the “Noble Ploughman Society” and were cultivating a community garden whose squash and other vegetables any backyard planter in Indiana would have envied.

At the beginning of the 1990s, when the Communist rule came to an end in Russia, the Center – and the small, but growing number of others like it in Moscow and elsewhere – was largely unknown. Their existence now suggests that at least two crucial developments are beginning to occur in Russian society.

The first is that ordinary people are starting to understand what civic responsibility entails. During both Czarist and Communist rule, Russians mostly looked to their government to take care of their communities. When it neglected to do so (as was often the case), they reacted fatalistically, rather than try to take matters into their own hands.

Now, out of necessity as well as in response to the new freedoms they have obtained in the past decade,

Russians are beginning to take a less passive role. Planting a vegetable garden when food is costly and in short supply, or caring for the sick and elderly when medical care and pensions have been reduced, may seem like modest acts. But for a nation that in the past would have accepted such hardships with resignation (or looked for a charismatic leader to rescue it), creating organizations to deal with these problems is a big step in the right direction.

Participating in activities such as those sponsored by the Center will also require Russians to learn the skills of cooperation and compromise that are essential for good government. Drawing on her experience as a volunteer, Judy O’Bannon reminded the Sviblovo gathering that dividing up a vegetable patch could be an extremely contentious task. So too, one might have added, is assigning choral parts. Yet, by doing these tasks successfully, we learn those “habits” that enable people to work together without being forced to do so.

According to most observers, the kinds of “community building” efforts our delegation witnessed are still far from the norm in Russian society. And they involve only a small fraction of the public. Old attitudes toward civic responsibility and trust remain strong.

Moreover, Russia’s “social organizations” (as they are commonly known) operate at the sufferance of governmental agencies. Not only are their legal rights and privileges in flux, but also their ability to act independently is still in doubt. The idea of banding together to address a public concern without seeking permission from the authorities is one that has yet to take hold in Russia.

Still, there’s something about this idea that may be as appealing to Russians as it has been to Americans. As she said farewell, our guide and translator – by Russian standards, a well-educated and well-traveled woman – told us she was so inspired by our visits that she was going to return to the apartment house where she lived and try to organize a community garden there too. How well her garden grows will tell a great deal about what kind of future is in store for Russia.

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Historic preservation as economic development: Proven local benefits

- Job creation – In Indiana, a \$1 million investment in building rehabilitation produces an average of 13 more jobs than \$1 million in output from manufacturing.
- Household income contribution – In Indiana, a \$1 million investment in building rehabilitation contributes an average of \$854,000 in household income – \$275,000 more than is contributed by \$1 million in output from manufacturing.
- Labor intensification – Building rehabilitation is more labor intensive than manufacturing and has secondary benefits, such as increased purchase of local goods and services by tradesmen and additional employment opportunities.
- Capital asset improvement – Additional uses of rehabilitated buildings can have positive financial impacts.
  - o Heritage tourism – Nationally, nearly 54 million adults visited historic places in 1998, spending an average of \$688 per trip, \$200 more than the average travel expenditure.
  - o Small business incubation – Firms employing fewer than 20 people create approximately 85 percent of all net new jobs in the U.S. and are attracted to rehabilitated buildings’ smaller space, lower rent and high-quality facilities.
- Neighborhood stabilization/reinvigoration – Neighborhoods where a historic-preservation-based strategy is being used have experienced greater property value appreciation, lower out-migration, and greater economic and racial distribution than neighborhoods in general.

From “Historic Preservation as Economic Development,” Donovan D. Rypkema, 1999. For a copy, contact Indiana Main Street at (317) 233-0410.

IndianaMainStreet is published quarterly by the Indiana Department of Commerce for those interested in downtown revitalization. Questions or comments should be directed to: Indiana Department of Commerce • Tourism & Film Division • One North Capitol, Suite 700 • Indianapolis, IN 46204-2288 • (317) 232-8912 • TDD (317) 233-5977 Governor Frank O’Bannon • Lieutenant Governor Joseph E. Kernan, director, Indiana Department of Commerce • Tom McKenna, executive director, Indiana Department of Commerce John Goss, Tourism & Film Division director • Jayne Stites, Main Street director • Michaela Kendall, departmental editor • Kim Hannel, editor



NEWS BRIEFS

Elkhart Housing Partnership renovates historic Hotel Elkhart

The Elkhart Housing Partnership (EHP) has successfully demonstrated the viable partnership of historic and modern renovation in its rehabilitation of the historic Hotel Elkhart into affordable senior housing. Completed in December 1998, the project was financed by Low Income Housing Tax Credits, Historic Tax Credits, Affordable Housing Program grants and traditional mortgages.

Renamed “The Cornerstone,” the renovated building has five floors with 83 residential units for seniors, two floors of office space, one floor of retail space and a ninth-floor ballroom overlooking the city. For additional information concerning this project, contact John Green with EHP at (219) 524-7026.



Upcoming events

Main Street 101 Basic Training  
Columbus, OH  
February 8-9, 2000  
(614) 224-5410

IRDC Community Visitation Program  
Applications due February 25, 2000  
(317) 232-8776  
http://www.state.in.us/irdc/

National Town Meeting on Main Street  
Boston, MA  
April 2-5, 2000  
(202) 588-6219  
www.mainst.org  
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